



TOURISM ADVISORY COUNCIL

FAIRMONT HOT SPRINGS

February 7-8, 2006

FINAL AGENDA

All committee meetings are open to all Region and CVB representatives, the entire Tourism Advisory Council and the public.

MONDAY, February 6, 2006

- 1:00 – 3:30 **Tourism Research Committee – Room 108**
--Homer Staves - Chair, Rhonda Fitzgerald, Ramona Holt, Michael Morrison, Stan Ozark, Dolores Plumage, Steve Shuel, Linda Anderson, Marne Hayes, Cyndy Andrus, Norma Nickerson, Katy Peterson, Sarah Lawlor, Betsy Baumgart
- 2:00 – 3:00 **Special Events Grant Committee – Room 103**
--Mary Ellen Schnur - Chair, Mark Browning, Vicki Hucke, Dan Vermillion, RJ Young, Carol Crockett
- 3:00 – 4:00 **TIIP Grants Committee – Room 103**
--Mark Browning – Chair, Vicki Hucke, Carl Kochman, Stan Ozark, Jon Stoltz, Dan Vermillion, RJ Young, Victor Bjornberg
- 3:30 – 4:00 **Public Awareness Committee – Room 108**
--Rhonda Fitzgerald - Chair, Stan Ozark, Mary Ellen Schnur, Steve Shuel, Linda Anderson, Marne Hayes, Barb Neilan, Sarah Lawlor, Betsy Baumgart
- 4:00 – 5:00 **Audits & Applications Committee – Room 108**
--Ramona Holt - Chair, Virginia Court, Rhonda Fitzgerald, Carl Kochman, Michael Morrison, Stan Ozark, Homer Staves, Barb Sanem, Betsy Baumgart
- 5:00 – 5:30 **Tourism Development/Education Committee – Room 103**
--RJ Young - Chair, Dyani Bingham, Virginia Court, Ed DesRosier, Dolores Plumage, Jon Stoltz, Linda Anderson, Gayle Fisher, Janet Medina, Dori Hamilton, Victor Bjornberg

TUESDAY, February 7, 2006 – Gregson & Pintler Room

- 8:30 – 8:45 **Call to Order, Introductions, Approval of Minutes**
--Mike Scholz, Chair
- PA System 101
- Brian Pierce, Travel Montana staff
- 8:45 – 9:15 **Going-to-the-Sun Road Rehabilitation Project**
--Mick Holm, Superintendent, Glacier National Park
- 9:15 – 10:00 **Travel Montana Update**
--Betsy Baumgart, Montana Promotion Division Administrator
- 10:00 – 10:15 **Break**
- 10:15 – 11:00 **Montana Air Service Challenges**
--Brian Sprenger, Assistant Director, Gallatin Field Airport
- 11:00 – 12:00 **Consumer Advertising**
--Katy Peterson, Consumer Marketing Manager
- 12:00 – 1:15 **Lunch – Mount Haggin Room (cost is \$6)**
(12:00 – 12:05 – Region/CVB meeting – bring your calendars to schedule
a Region/CVB meeting in April)
- 1:15 – 1:45 **Travel Industry Association of Montana**
--Homer Staves, Chair
- 1:45 – 2:15 **Region/CVB Audits/Applications**
--Ramona Holt, Audits/Applications Committee Chair
--Barb Sanem, Industry Programs/Compliance Specialist
- 2:15 – 2:45 **Public Comment**
- Jodi Smith, SUPERHOST! Update
 - Museum of the Plains Indians Federal funding status
- Major Robinson, Governor's Office of Economic Opportunity
 --Rhonda Fitzgerald, TAC
- 2:45 – 3:00 **Break**
- 3:00 – 3:30 **Tourism Outlook Forum**
--Jim Wilton, ITRR Assistant Director
- 3:30 – 4:00 **Tourism Research**
--Homer Staves, Chair
--Norma Nickerson, ITRR

- FY07 ITRR Budget

4:00 – 5:00 **Discussion with Area Legislators**

5:00 **Recess**

(New TAC members – plan orientation date – bring your calendars to schedule a TAC Orientation)

5:30 – 7:30 **Reception – Old Works Golf Course, Anaconda**

Sponsored by Anaconda Chamber of Commerce, Rarus Railway, Tucker Transportation, Gold West Country. Board shuttle bus from hotel at 5:30 and travel to train station. Board Rarus Railway train for scenic ride to Anaconda train station. Catch shuttle to Old Works Golf Course for reception featuring heavy hors d' oeuvres and beverages. Shuttle provided for transportation back to hotel.

WEDNESDAY, February 8, 2006 – Gregson & Pintler Room

8:30 – 9:00 **Committee Reports by Respective Chairs**

Note: Committees in conjunction with another topic will make their report at that time.

--Special Events – Mary Ellen Schnur, Chair

--Public Awareness – Rhonda Fitzgerald, Chair

--Regulations – Ramona Holt, Chair

--TIIP Grants – Mark Browning, Chair

--Tourism Person & Community of the Year – Vicki Hucke, Chair

--Site Selection – Stan Ozark, Chair

--Tourism Development/Education – RJ Young, Chair

--Visitor Information Systems – Homer Staves, Chair

--MTRI – Mary Ellen Schnur, Chair

--Legislative Interim Committee – Carl Kochman, Chair

9:00 – 9:30 **Montana Heritage Commission**

--Vicki Hucke, TAC Representative

--Jeff Tiberi, Executive Director, Montana Heritage Commission

9:30 – 10:00 **US Cultural & Heritage Summit**

--Cyndy Andrus, Montana Arts Council

10:00 – 10:15 **Break**

10:15 – 10:45 **Rest Area/VIC Strategy**

--Dick Turner, Chief of Multi-Modal Planning Bureau, Department of Transportation

10:45 – 11:00 **Governor's Conference**

--Victor Bjornberg, Tourism Development Coordinator

11:00 – 11:30 **Region/CVB Show & Tell**

11:30 – 11:45 **Open Discussion**

- Fish, Wildlife & Parks Commercial Use Rulemaking Process, Chas Van Genderen

11:45 – 12:00 **Old Business**

New Business

Next Meeting

- June 4-6, (Sunday – Tuesday) Hilton Garden Inn, Missoula
 - Discuss Monday thru Wednesday? (graduations)

Adjournment